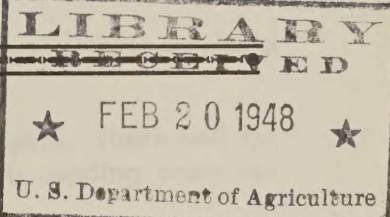


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.13



INFORMATION ABOUT

A.S.T.A. GARDEN SEED ASSORTMENT GIFT PACKAGE FOR EUROPE

1948



F. H. WOODRUFF & SONS, Inc.

SEED GROWERS

MILFORD CONNECTICUT

To Seed Dealers:

The following information regarding the A. S. T. A. EUROPEAN SEED ASSORTMENT is as furnished to us by the National Garden Bureau, except that we have eliminated information which you will not need if you send your orders to us for handling.

DEALER'S AID KIT. For 15¢ in stamps you may obtain from us a kit containing: 15 official order blanks, 1 counter display card, 1 press release to give to your local newspaper, and proofs of 2 suggested advertisements for use by you in your local paper. This kit is sold by the National Garden Bureau to us, and the price is their suggestion.

The Plan

1. A list of seeds recommended by the U. S. Dept. of Agriculture has been worked out (they are listed below), giving minimum quantities and germination standards.
2. No complicated bookkeeping is involved. Your customer fills out the official order blank and pays cash. You deduct your commission of 75¢ per assortment and send the order to us with remittance attached. We take care of assembling and mailing.
3. Countries to which these packages can be sent under existing postal regulations are as follows:

Albania	Finland*	Italy	Sweden*
Austria	France	Luxembourg*	Switzerland
Belgium*	Germany	Netherlands*	Turkey
Bulgaria	British Isles*	Poland*	Yugoslavia
Czecho-Slovakia	Greece	Portugal	
Denmark*	Hungary	Rumania	

Countries followed by an asterisk (*), northern France and northern Germany are to receive the standard Northern Assortment which omits Squash and Tomato. Other countries are to receive the standard Southern Assortment which omits Brussels Sprouts.

4. If delivery cannot be made to the addressee, the parcel will be delivered to the nearest Red Cross office.

5. The suggested retail price of the Assortment is \$3.95 cash, postpaid to individual addressee.

6. If any person or organization wishes to send seed to European countries without specifying the addressee, you may accept orders for one or more Assortments to be delivered to the Church World Service, Inc., which will arrange for distribution where needed. In such cases we will deliver to the Church World Service, Inc., in New York, and prices for quantity lots will be as follows:

25 to 99 Assortments.....	\$3.65 cash each
100 or more Assortments.....	3.50 cash each
(Less your commission)	

7. Let the people in your community know about this. Use the local papers. There will be plenty of national publicity back of the plan, as the National Garden Bureau is sending press releases to all daily papers in the country.

8. No changes can be made in the following assortment, as they will be assembled in large quantities in advance, ready to mail:

QUANTITY	KIND AND VARIETY OR TYPE	MINIMUM GERMINATION
8 oz.	Peas, Dwarf garden	87%
8 "	Bush Beans, green snap	83%
2 "	Pole Beans	83%
2 "	Beet, garden	74%
1 "	Carrot, Chantenay, Danvers or Nantes types	65%
1 "	Onion, storage type	78%
1 "	Radish, spring	83%
1 "	Spinach	69%
1/2 "	Turnip, Purple Top White Globe	87%
1/2 "	Rutabaga, yellow garden type	83%
1/16 "	Broccoli, Green Sprouting	83%
1/16 "	Cabbage, early, round or flat	83%
1/16 "	Cabbage, medium or late	83%
1/64 "	Cauliflower, Snowball type	83%
1/4 "	Cucumber, pickling or early slicing	87%
1/16 "	Endive	78%
1/12 "	Kale, Siberian or Scotch	83%
1/10 "	Lettuce, leaf	87%
1/10 "	Lettuce, butterhead	87%
1/16 "	Leek	69%
1/12 "	Parsley	69%
1/8 "	Parsnip	69%
* 1/20 "	Brussels Sprouts	78%
** 1/8 "	Squash, summer	83%
** 1/16 "	Tomato, second early	83%

* Brussels Sprouts to be omitted from assortments going to countries of southern Europe, including southern France and southern Germany.

** Squash and Tomato to be omitted from assortments going to countries of northern Europe, including northern France, northern Germany, the Low Countries, Scandinavian countries, and British Isles.

9. U. S. D. A. estimates that each assortment can provide as much as five tons of fresh food. Orders will be forwarded as soon as possible after receipt, but in any case within 30 days.

10. We will gladly supply you with more blanks upon request, without charge.

F. H. WOODRUFF & SONS, Inc.

ADDRESS OUR MAIN OFFICE OR NEAREST BRANCH

ATLANTA, GA. — Station A, Box 164
DALLAS 2, TEXAS — 2215 Griffin Street

BELLEROSÉ 6, N. Y. — 250-02 Jamaica Avenue
SACRAMENTO 10, CALIF. — P. O. Box 2263

TOLEDO 1, OHIO — P. O. Box 1015

SEC. 562 P. L. & R.
U. S. POSTAGE
PAID
MILFORD, CONN.
PERMIT No. 1

LIBRARY

U.S. DEPT. AGRICULTURE
WASHINGTON, 25, D. C.

日